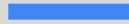


# Positive Social Media for The Recruited Student Athlete



Andrew Tsangaris

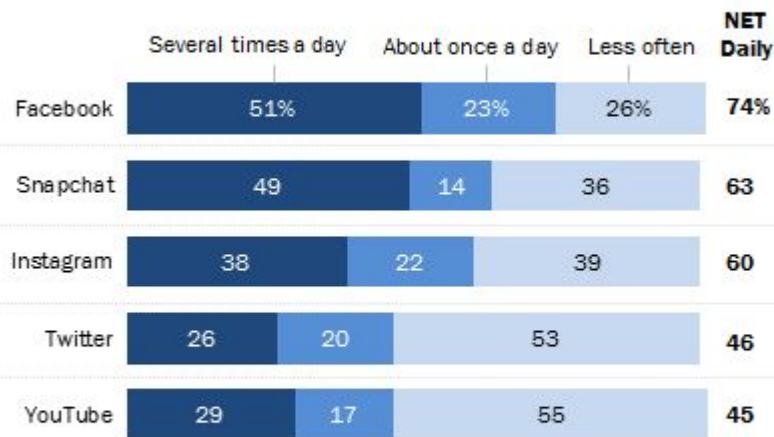
# Biography

- 10 years corporate experience- Human Resources, Finance, Logistics, Management
- 10 years teaching experience-Currently teaching BCIT at Springdale Jr./Sr. High School
- 16 years coaching-Baldwin, Bethel Park, Upper St. Clair, Bethany College, Northgate, West Allegheny

# Adults vs Teens

## A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use \_\_\_\_, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

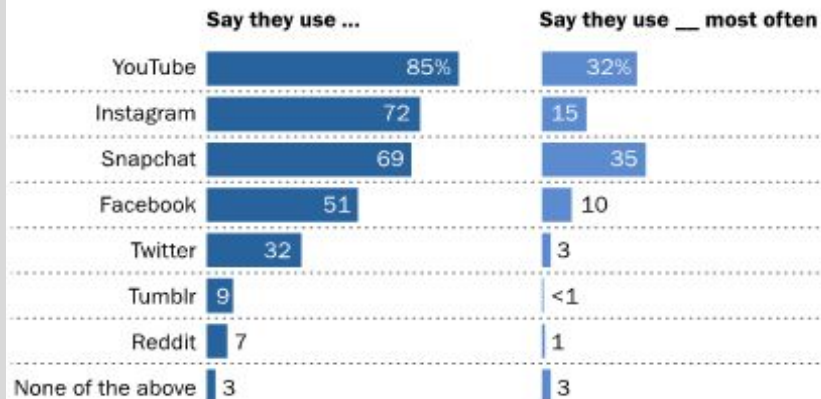
Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

## YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

# Teen Usage

## What happens online stays online.

When asked to pick which comes closer to the truth, teens say:

**54%**

If parents knew what actually happens on social media, they'd be a lot more worried about it.

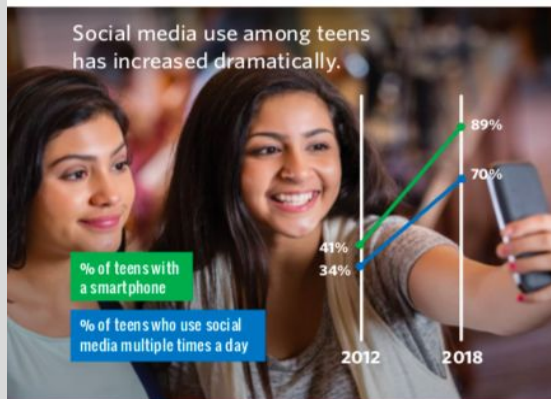
**46%**

Parents worry too much about teens' use of social media.

[www.commonsense.org/social-media-social-life-2018](http://www.commonsense.org/social-media-social-life-2018)

## Social Media, Social Life 2018

*Among 13- to 17-year-olds in the United States*



Teens overwhelmingly choose Snapchat as their main social media site.

Percent of teens who say they use each social media site the most:



**41%**  
Snapchat



**22%**  
Instagram



**15%**  
Facebook

They're being distracted from other important things and their friends.



**57%**

of all teens agree that using social media often distracts them when they should be doing homework.



**54%**

of teen social media users agree that it often distracts them when they should be paying attention to the people they're with, compared to 44% in 2012.



**29%**

of teen smartphone owners say they've been woken up by their phones during the night by a call, text, or notification.



**42%**

of teens agree that social media has taken away from time they could spend with friends in person, compared to 34% in 2012.

# Using Youtube to Promote Yourself

- An athlete's athleticism on the field will get them recognized and perhaps earn a college offer. However, an athlete's character and actions off the field—and on social media—also can get them recognized, but for the wrong reasons.
- Shedrick “Shed” McCall III, a star running back at L.C. Byrd (Chesterfield, Va.) started a YouTube channel in hopes of beginning a YouTube career. He wanted to talk about funny experiences and things he has been through in life.
- College scouts don't just look at the player and their abilities on the field, but also how the player, the person, acts off the field; even what they post on social media.

# The Effects of Social Media on College Recruiting

- Every high school athlete looking for an athletic scholarship should seriously think about each and every share, post or tweet. For some reason it sure seems like many people feel the need to share, post and tweet every detail and activity of their life right down to the egg salad sandwich and Cheetos they had for lunch. If you're one of those people, I highly recommend the J. J. Watt approach.
- “Read each tweet about 95 times before you send it. Look at every Instagram post about 95 times before you send it. A reputation takes years and years and years to build and it takes one press of a button to ruin it.
- Keep in mind that whether you like it or not, your social media accounts are a reflection of your character – good or bad.

# **Let Them Hire a P.I.**

“You’d love to be able to have a private investigator on staff and be able to do background checks on every player you have, (on) everything.”

-P.J. Fleck-University of Minnesota, Head Football Coach

# Dear World

“That’s your resume to the world”. “That’s what you’re trying to tell the world you’re all about. That’s how you’re advertising yourself. Be smart with that stuff.”

Scott Frost-University of Nebraska Head Football Coach



# Solutions

- [Bark](#)-All social media, \$9 per month, \$99 per year
- [Teensafe](#)-No social media monitoring, \$14.95, per month
- [Secureteen](#)-Facebook, \$39.99, 1 year

# Recent Stories

[Kyler Murray](#)- 2018 Heisman Winner

[Sean Newcomb](#)-Atlanta Braves

[Josh Hader](#)- Milwaukee Brewers

[Allonzo Trier](#)- New York Knicks

[Patrick Ricard](#)- Baltimore Ravens

[Josh Allen](#)-Buffalo Bills, 2018 No. 7 pick

# Sources

<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

[https://www.common sense media.org/sites/default/files/uploads/research/2018\\_cs\\_socialmediasociallife\\_fullreport-final-release\\_2\\_lowres.pdf](https://www.common sense media.org/sites/default/files/uploads/research/2018_cs_socialmediasociallife_fullreport-final-release_2_lowres.pdf)

<https://blogs.usafootball.com/blog/3962/social-media-cost-this-star-athlete-his-division-i-scholarship-now-he-s-trying-to-educate-others>

<https://usatodayhss.com/2017/recruiting-column-the-effects-of-social-media-on-college-recruiting>

<https://www.chicagotribune.com/sports/college/ct-spt-college-recruiting-social-media-20180726-story.html>

# Sources

<https://www.newsweek.com/kyler-murray-homophobic-tweets-heisman-winner-apologizes-old-social-media-1251421>

<https://www.npr.org/2018/07/30/633933951/offensive-tweets-remind-major-leaguers-that-on-social-media-the-past-is-never-past>

<http://time.com/5341983/mlb-pitcher-josh-hader-all-star-game-racist-tweets/>

<https://www.usatoday.com/story/sports/nfl/2018/12/09/ravens-condemn-racist-tweets-by-dt-fb-patrick-ricard/38706239/>

<https://www.si.com/nfl/2018/04/26/nfl-draft-josh-allen-apologizes-tweets>